

**2006 Food Safety Education Conference**

# REACHING AT-RISK AUDIENCES

**And Today's Other Food Safety Challenges**

**Adam's Mark Hotel, Denver, Colorado  
September 27-29, 2006**



**Preconference Workshops 25-26**



*Sponsored by*

**USDA Food Safety and Inspection Service  
NSF International**

**US Food and Drug Administration**

**Centers for Disease Control and Prevention**

**USDA Cooperative State Research, Education, and Extension Service**

**NSF/WHO Collaborating Centre for Food Safety**

**REGISTRATION INFORMATION**

**F**oodborne illness is a preventable and underreported disease. Regularly striking those in the general population, foodborne illness poses even greater concern for at-risk populations – pregnant women, older adults, young children, and those with weakened immune systems. Reducing foodborne illness requires accurate diagnosis and timely reporting. It also requires intervention along the entire farm-to-table continuum, and food safety education is the critical intervention at the table-end of this continuum that leads to positive behavioral modification.

Join us at the 2006 Food Safety Education Conference, Reaching At-Risk Audiences and Today's Other Food Safety Challenges, where you will hear cutting-edge research findings, best practices, and strategies for reducing foodborne illness. You will leave the conference better prepared to encourage positive behavior modification during food processing, preparation, and consumption; thus, helping general and at-risk populations reduce their exposure to pathogens known to cause foodborne illness. The conference will also promote dialogue and guidance to help health care providers and medical personnel improve diagnosis and better understand the foodborne illness reporting process.

### Conference Objectives

- ◆ To provide current surveillance and epidemiological data on foodborne illness
- ◆ To develop strategies to enhance food safety knowledge, skills, and abilities in general and at-risk populations
- ◆ To increase attitudinal and behavioral modification in general and at-risk populations
- ◆ To demonstrate the latest science-based safe food handling principles and practices

### Who Should Attend

- ◆ Public health professionals, medical personnel, and health care providers
- ◆ Food safety education professionals, researchers, consultants, and dietitians
- ◆ Cooperative Extension, food service, health department, and freelance educators
- ◆ Trade and health associations, and consumer groups
- ◆ Sanitarians and quality control professionals
- ◆ Food safety marketers and communicators
- ◆ Science writers, health care journalists, and other media professionals

### Continuing Education Units

Application is being made for continuing education/professional development units to the following organizations:

- American Association of Family and Consumer Sciences
- American Culinary Federation
- American Dietetic Association
- American Medical Association
- American Nurses Association
- Certifying Board for Dietary Managers
- National Commission for Health Education
- National Environmental Health Association
- School Nutrition Association

General CEUs will also be available. As approvals are received, they will be posted on the conference web site.

For additional information and conference updates, visit **[www.fsis.usda.gov/Denver2006](http://www.fsis.usda.gov/Denver2006)**.







Denver Pavillions on the 16th Street Mall has 50 shops and restaurants under a dramatic block-long "Denver" sign.

Photo by Stan Obert, Denver Metro Convention & Visitors Bureau.



Rocky Mountain National Park has 412 square miles of scenic beauty, located just 71 miles northwest of Denver.

Photo by Richard Grant,  
Denver Metro Convention  
& Visitors Bureau.

The home of "Unsinkable Molly Brown" is a popular tourist attraction in Denver. Molly entered folklore when she survived the sinking of the Titanic. A famous Broadway musical and movie were based on her life.

Denver Metro Convention & Visitors Bureau.



The conference is being held at the Adam's Mark Hotel Denver, the largest hotel in Colorado. The hotel is located in the heart of downtown on Denver's famous 16th Street Pedestrian Mall.

### Adam's Mark Hotel

1550 Court Place  
Denver, Colorado 80202

Hotel: (303) 893-3333  
Reservations: (800) 444-ADAM  
[www.adamsmark.com/denver](http://www.adamsmark.com/denver)

A block of rooms is being held for conference participants. Rooms are available at the prevailing government rate; currently that rate is \$124 (plus tax) per night for single or double occupancy and \$139 (plus tax) per night for triple or quadruple occupancy. To make a reservation, please call (800) 444-ADAM (800 444-2326). Be certain to request the Food Safety Education Conference rate. To obtain the conference rate, reservations must be made before September 1, 2006. After that date, reservations will be accepted on a space and rate available basis.

### Denver

Well-known as "the mile high city," Denver sits exactly one mile above sea level. It's also a city that often surprises visitors with its abundance of attractions. Within the city's boundaries, you'll find a multiplicity of cultural events, 200 parks, museums for all interests, exciting shopping, multiple sporting events (with seven professional sports teams), hundreds of restaurants, and visitor attractions too numerous to mention. Drive a few short miles out of Denver and you'll find yourself in the foothills of the Rocky Mountains. Some miles further and you're in the heart of all the Rockies have to offer.

For more information about Denver:

**[www.visitdenver.org](http://www.visitdenver.org)**

The U.S. Department of Agriculture's Food Safety and Inspection Service and NSF International, along with the US Food and Drug Administration, the Centers for Disease Control and Prevention, USDA's Cooperative State Research, Education, and Extension Service, and other partners will host the 2006 Food Safety Education Conference, Reaching At-Risk Audiences and Today's Other Food Safety Challenges. USDA, along with FDA and CDC, sponsored two previous food safety education conferences in 1997 and 2002, and NSF sponsored similar conferences in 1998 and 2000. For the 2006 conference, FSIS, NSF, and other

sponsors have combined resources and expertise to bring an expanded and improved learning opportunity for food safety educators and health care professionals.



### Plenary Sessions

On Wednesday, the conference will focus on at-risk audiences through multiple plenary sessions, featuring medical professionals and food safety educators. They will address the role of physicians in foodborne illness diagnosis and management, provide an overview of foodborne illness outbreaks, identify the challenges and best practices of reporting foodborne illness, and associate factors that influence safe food behaviors. On Thursday, the plenary session will explore what national surveys have found about consumers' safe food behaviors and motivation. Friday plenary sessions will look at liability issues and how to increase the reach of food safety education through funding and partnering opportunities.

### Breakout Sessions

On Thursday and Friday, concurrent breakout sessions will feature presentations by food safety professionals from around the world and the United States. Sessions are categorized in one of six themes: At-Risk Audiences, Behavioral and Attitudinal Research, Food Processing, Food Service, Foodborne Illness, and Social Marketing. Additional sessions on risk communication and research methods and strategies round out a full array of educational sessions.

### Poster Presentations and Educational Exhibits

On Wednesday evening and again on Thursday afternoon, poster presentations will be on display, along with numerous educational exhibits. Posters and educational exhibits focus on food safety challenges for general and at-risk populations.

### Preconference Workshops

While the conference agenda is full of extraordinary programming, the educational value of the conference is enhanced by a comprehensive selection of preconference workshops. Ranging in length from two hours to 1½ days, the nine preconference workshops offer in-depth approaches to various topics in food safety education. Preregistration is required and space in each workshop is limited. Registrations for the workshops are accepted on a first-come, first-served basis. Please note that eight of the workshops are included in the registration fee; the ninth, Epi-Ready Team Training, carries a registration fee of \$75, in addition to the conference fee, to cover the cost of materials.

### Exhibit Hall

Visit educational exhibits, booths, and tables showcasing equipment, organizations, and programs critical to improved food safety and food safety education. Several exhibitors will give away prizes to those who visit their booth. Get your name in these drawings and win a prize!

### Networking Opportunities

Multiple networking opportunities have been built into the conference days. In addition to the two evening receptions, daily continental breakfasts, 30-minute refreshment breaks, and extended lunch hours will allow you plenty of time to talk with colleagues and develop ever-important networks that can provide so much support back home. Renew acquaintances and develop new professional relationships!

#### *Fight BAC®! Reception*

Join the group on Tuesday evening, from 6:30 to 8:00 p.m., as the Partnership for Food Safety Education embarks on a celebration of ten years of Fight BAC!®. See old friends and meet new ones. Exhibits will be open.

#### *Networking Reception*

A second reception will be held on Wednesday evening in conjunction with poster presentations and educational and vendor exhibits. Networking and education are the focus of this event.

### The Lion King

On Thursday evening, "The Lion King" opens for a limited-engagement in Denver. This much-beloved musical promises a delightful evening's entertainment after an intense day of education. A limited number of tickets have been purchased for the Thursday night performance. Tickets are \$75 each, with a limit of two tickets per registration. Transportation to the theatre is included in the price.



**Monday, September 25, 1 to 5 p.m. and  
Tuesday, September 26, 8 a.m. to 5 p.m.**

**Epi-Ready Team Training**

*Matt Cummings, National Environmental Health Association; Bela Matyas, Massachusetts Department of Public Health; David Carpenter, Southern Illinois University School of Medicine; and Don Sharp and Wences Arvelo, Centers for Disease Control and Prevention*

Epi-Ready Team Training is a national initiative intended to emphasize the importance of teamwork and provide up-to-date foodborne disease surveillance and outbreak investigation training. This workshop will present educational materials and implementation strategies designed to enhance the competence and confidence level of environmental health professionals and other health disciplines involved in outbreak investigation activities. Workshop topics will include passive surveillance, outbreak determination, environmental assessment, epidemiological investigation, laboratory guidance, and final report.

**Understanding and Controlling Transmission of  
*Listeria monocytogenes* in Ready-to-Eat Meats From  
Processing Plant to Consumer**

*John N. Sofos, Patricia A. Kendall, and John A. Scanga, Colorado State University; Martin Weidmann, Cornell University; Harshavardhan Thippareddi, University of Nebraska; Lydia C. Medeiros, The Ohio State University; Elizabeth Boyle, Kansas State University; and Dennis Burson, University of Nebraska*

Pregnant women and their fetuses, the elderly, and immunocompromised individuals are at increased risk for invasive illness from *Listeria monocytogenes*. The severity of listeriosis has led regulatory agencies to recommend or require industry to establish control strategies to minimize the presence, survival, and growth of *Listeria* in foods, particularly in the ready-to-eat (RTE) meat industry. This workshop will address the results of recent work designed to enhance the safety of ready-to-eat meats and explore gaps in risk assessment and pathogen control.

**Tuesday, September 26, 8 a.m. to 5 p.m.**

**School Food Service Management: Developing a  
Safety Program**

*Theresa Stretch, National Food Service Management Institute*

Participants in this workshop will learn about a comprehensive food safety system that focuses on the prevention of food safety problems. Designed for school food service directors and supervisors, this workshop will use the HACCP materials developed for USDA/FNS by the National Food Service Management Institute. The workshop will teach the basic principles of HACCP and the preliminary steps for developing a HACCP plan for school food service.

**Food Safe Schools: It Takes a Team**

*Solange Morrisette, National Coalition for Food-Safe Schools*

This interactive workshop will provide a one-stop resource for preventing foodborne illness in schools and their communities. This workshop will help schools identify gaps in food safety and develop an action plan for becoming food-safe. Individual critical recommendations on what key school staff and community members can do to prevent foodborne illness will be presented.

**Train-the-Trainer: Presentation Skills for Food  
Safety Educators**

*Jamie K. Stamey, The Steritech Group, Inc.*

Knowledge of subject matter is only the first step in effective training. To be a persuasive and inspiring trainer, actively involving the audience is essential for them to remember and act upon key

information. In essence, an outstanding trainer inspires individual behavior change. This workshop presents a variety of training essentials to add energy and emphasis to fundamental food safety messages. The intended outcome is to provide participants with new trainer skills, enthusiasm, and confidence as a food safety educator.

**CDCynergy: Step-by-Step Guidance for Applying  
Social Marketing Systematically to Public Health  
Programs**

*Mike Newton Ward, North Carolina Division of Public Health*

Effective social marketing doesn't require vast marketing expertise. The CDCynergy-Social Marketing Edition Version 2.0 (CDC-SM2) CD-ROM was developed by the Centers for Disease Control and Prevention, the Academy for Educational Development, and the Robert Wood Johnson Foundation's Turning Point Social Marketing National Excellence Collaborative. In this training you will learn to install and navigate the wealth of resources available in the CDC-SM2.

**Tuesday, September 26, 8 a.m. to Noon**

**Nurses and Other Health Care Professionals:  
Key Players in Prevention and Detection of  
Foodborne Illness**

*Elaine Brainerd, American Nurses Foundation; Janice Adams-King, Food Safety and Inspection Service, USDA; and Mona J. Bernaiche Bedell, Denver Public Health*

This workshop will motivate and empower nurses and other health care professionals to improve the diagnosis and management of foodborne illness, as well as promote safe food handling behavior among patients, family members, and caregivers. Participants will learn strategies that can improve early detection and reporting of suspected cases of foodborne illness. By maintaining vigilance, nurses and other healthcare professionals may help reduce the incidence of foodborne illness among general and at-risk populations.

**Tuesday, September 26, 1 to 5 p.m.**

**Keeping Your Cool: Effective Crisis and Emergency  
Risk Communication**

*Barbara Reynolds, Centers for Disease Control and Prevention*

This workshop will equip participants with tools to navigate the harsh realities of speaking to the public, media, partners, and stakeholders during an intense public-safety emergency, including terrorism. In a crisis, the right message at the right time is a "resource multiplier"—it helps response officials get their job done. Many of the predictable harmful individual and community behaviors can be mitigated with effective crisis and emergency risk communication.

**Tuesday, September 26, 3 to 5 p.m.**

**Grand Rounds: Giardiasis**

Adopted from the format used in the *Diagnosis and Management of Foodborne Illness: A Primer for Physicians*, the pathophysiological and clinical presentation of Giardiasis will be presented to physicians and other healthcare professionals. As a foodborne illness, the transmission, symptoms, diagnosis, treatment, and identification of populations most at risk for Giardiasis will also be discussed. This will be an interactive session to promote the dialogue and significance of diagnosing and reporting foodborne illness.

Wednesday, September 27		Thursday, September 28		Friday, September 29	
7:30 – 8:30 a.m. Continental Breakfast in Exhibit Hall		7:30 – 8:30 a.m. Continental Breakfast in Exhibit Hall		7:30 – 8:30 a.m. Continental Breakfast	
8:30 – 9:45 a.m. Opening Session: Welcome		8:30 – 9:30 a.m. What Do Consumers Think About Food Safety? Do They Practice Safe Food Behaviors? What the National Surveys Say		8:30 – 9:30 a.m. The Liability of Foodborne Illness: Who Is Responsible?	
9:45 – 10:15 a.m. Keynote Presentation		9:30 – 10:00 a.m. Break in Exhibit Hall		9:30 – 10:00 a.m. Break	
10:15 – 10:45 a.m. Break in Exhibit Hall		10:00 – 11:00 a.m. Breakout Sessions		10:00 – 11:15 a.m. Breakout Sessions	
10:45 a.m. – Noon Physicians Confront Foodborne Illness: Who's Most At-Risk and Why		11:15 a.m. – Noon Breakout Sessions		11:30 a.m. – 12:15 p.m. How Can Educators Find Funding and Leverage Program Impact? Practical Solutions for Advancing Food Safety Education	
Noon – 1:30 p.m. Lunch Presentation		Noon – 1:30 p.m. Lunch Presentation		12:15 p.m. Conference Adjourns	
1:30 – 2:30 p.m. Anatomy of an Outbreak		1:30 – 3:00 p.m. Posters and Educational Exhibits			
2:30 – 3:15 p.m. Underreporting of Foodborne Illness: Strategies to Increase Awareness and Diagnosis		2:30 – 3:00 p.m. Break in Exhibit Hall			
3:15 – 3:45 p.m. Break in Exhibit Hall		3:00 – 4:00 p.m. Breakout Sessions			
3:45 – 4:45 p.m. Risk Behaviors of Target Audiences					
4:45 – 6:15 p.m. Posters and Educational Exhibits		4:15 – 5:15 p.m. Breakout Sessions			
5:30–7:00 p.m. Networking Reception					

## MONDAY, SEPTEMBER 25

### 1:00 – 5:00 p.m.: Preconference Workshops

Epi-Ready Team Training

Understanding and Controlling *Listeria monocytogenes* in Ready-to-Eat Meats From Processing Plant to Consumer

## TUESDAY, SEPTEMBER 26

### 8:00 a.m. – Noon: Preconference Workshops

Epi-Ready Team Training (Continued)

Understanding and Controlling *Listeria monocytogenes* in Ready-to-Eat Meats From Processing Plant to Consumer (Continued)

School Food Service Management: Developing a Safety Program

Food Safe Schools: It Takes a Team

Train-the-Trainer: Presentation Skills for Food Safety Educators

CDCynergy: Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs

Nurses and Other Health Care Professionals: Key Players in Prevention and Detection of Foodborne Illness

### Noon – 1:00 p.m.: Lunch (on your own)

### 1:00 – 5:00 p.m.: Preconference Workshops

Epi-Ready Team Training (Continued)

Understanding and Controlling *Listeria monocytogenes* in Ready-to-Eat Meats From Processing Plant to Consumer (Continued)

School Food Service Management: Developing a Safety Program (Continued)

Food Safe Schools: It Takes a Team (Continued)

Train-the-Trainer: Presentation Skills for Food Safety Educators (Continued)

CDCynergy: Step-by-Step Guidance for Applying Social Marketing Systematically to Public Health Programs (Continued)

Keeping Your Cool: Effective Crisis and Emergency Risk Communication

### 3:00 – 5:00 p.m.: Grand Rounds: Giardiasis

### 6:30 – 8:00 p.m.: Fight BAC!® Reception in Exhibit Hall–Exhibits Open

## WEDNESDAY, SEPTEMBER 27

### 7:30 a.m. – 7:00 p.m.: Exhibit Hall Open

### 7:30 – 8:30 a.m.: Continental Breakfast in Exhibit Hall

### 8:30 – 9:45 a.m.

### Opening Plenary Session

Richard Raymond, MD, Under Secretary for Food Safety, USDA

Kevan P. Lawlor, President and CEO, NSF International

Dennis E. Ellis, Executive Director, Colorado Department of Public Health and Environment (Invited)

### 9:45 – 10:15 a.m.

### Keynote Presentation

Vice Admiral Richard H. Carmona, MD, MPH, FACS, US Surgeon General (Invited)

### 10:15 – 10:45 a.m.: Break in Exhibit Hall

### 10:45 a.m. – Noon

### Physicians Confront Foodborne Illness: Who's Most At-Risk and Why

#### Moderator:

David Acheson, MD, Director, Food Safety and Security, US Food and Drug Administration

#### Panelists:

Gladys Branic, MD, MPH, Director, Manatee County Health Department, Florida

Phillip Tarr, MD, Director, Division of Pediatric Gastroenterology and Nutrition, St. Louis Children's Hospital

Samuel James, MD, Associate Professor of Clinical Medicine, Section of Nephrology, The University of Arizona College of Medicine

Heather Bair-Brake, DVM, MS, Senior Epidemiologist, FoodNet/NARMS Unit, Centers for Disease Control and Prevention

### Noon – 1:30 p.m.

### Lunch Presentation

Mike Johanns, US Secretary of Agriculture (Invited)

### 1:30 – 2:30 p.m.

### Anatomy of an Outbreak

#### Moderator:

David P. Goldman, MD, MPH, Assistant Administrator, Office of Public Health Science, Food Safety and Inspection Service, USDA

#### Panelists:

Christopher Braden, MD, Medical Epidemiologist, Centers for Disease Control and Prevention

Bruce Calonge, MD, MPH, Chief Medical Officer, Colorado Department of Public Health and Environment

### 2:30 – 3:15 p.m.

### Underreporting of Foodborne Illness: Strategies to Increase Awareness and Diagnosis

#### Moderator:

Arthur Liang, MD, Associate Director for Food Safety, National Center for Zoonotic, Vector-Borne, and Enteric Diseases (Proposed), Coordinating Center for Infectious Diseases, Centers for Disease Control and Prevention

**Panelists:**

Caroline Smith DeWaal, Director of Food Safety, Center for Science in the Public Interest

Kirk Smith, DVM, MS, Foodborne, Vector-Borne, and Zoonotic Disease Unit Manager, Minnesota Department of Health

City/County Health Department Representative (TBD)

**3:15 – 3:45 p.m.: Break in Exhibit Hall**

**3:45 – 4:45 p.m.**

**Risk Behaviors of Target Audiences**

Val Hillers, PhD, RD, Professor Emeritus, Washington State University

Patricia A. Kendall, PhD, RD, Professor and Extension Food Safety Specialist, Department of Food Science and Nutrition, Colorado State University

Lydia Medeiros, PhD, RD, Associate Professor and Extension Specialist, Department of Human Nutrition, The Ohio State University

Sheryl C. Cates, Research Policy Analyst, RTI International

**4:45 – 6:15 p.m.**

**Posters and Educational Exhibits**

**5:30 – 7:00 p.m.: Networking Reception in Exhibit Hall—Exhibits Open**

**THURSDAY, SEPTEMBER 28**

**7:30 a.m. – 4:00 p.m.: Exhibit Hall Open**

**7:30 – 8:30 a.m.: Continental Breakfast in Exhibit Hall**

**8:30 – 9:30 a.m.**

**What Do Consumers Think About Food Safety? Do They Practice Safe Food Behaviors? What the National Surveys Say**

**Moderator:**

Cynthia Williams, Senior Program Analyst, Program Evaluation and Improvement Staff, Food Safety and Inspection Service, USDA

**Panelists:**

Mildred M. Cody, PhD, Associate Professor and Head, Division of Nutrition, Georgia State University

Amy M. Lando, Consumer Science Specialist, US Food and Drug Administration

Andrew J. Knight, PhD, Visiting Research Associate, Food Safety Policy Center, Michigan State University

Olga Henao, PhD, Senior Epidemiologist, Foodborne Diseases Active Surveillance Network, Centers for Disease Control and Prevention

**9:30 – 10:00 a.m.: Break in Exhibit Hall**

**10:00 – 11:00 a.m.: Breakout Sessions**

**At-Risk Audiences: Children****Children Fight BAC!®**

Janet Anderson, Utah State University

**The Scrub Club: An Innovative Web-Based Program for Kids**  
Jerry M. Bowman and William Fisher, NSF International

**The Games, Songs, Bells, and Whistles of Food Safety**  
Barbara Chamberlin, Jeanne Gleason, and Amy Trujillo, New Mexico State University Cooperative Extension Service

**Research Methods and Strategies****Research Methods and Strategies**

Sheryl C. Cates and Laura R. Green, RTI International, and Scott R. Stafford, The Baldwin Group

**Behavioral and Attitudinal Research**

**Do Risk Reduction Messages Affect Consumer Water and Food Handling Practices in a Waterborne Emergency?**  
Bonnie J. Lacroix, University of Guelph, Canada

**Perceptions of Women on Food Safety: A Case Study in Hyderabad, India**  
Sudershan Rao Vemula, National Institute of Nutrition, Hyderabad, India

**Influence of Food Safety Training on Students' Appreciation of Food Safety Behaviors**  
Kevin R. Roberts, Kansas State University

**Food Processing: Farm-to-Table**

**Listeria monocytogenes: Addressing the Safety of Ready-to-Eat Meat and Poultry for High-Risk Consumers From Farm to Table, Part I**

Patricia A. Kendall and John Sofos, Colorado State University; Elizabeth Boyle, Kansas State University; Lydia Medeiros, The Ohio State University; Harshavardhan Thippareddi, University of Nebraska-Lincoln; and Martin Weidmann, Cornell University

**Foodborne Illness: Surveillance and Epidemiology**

**Challenges to Global Foodborne Disease Surveillance**  
Ewen C.D. Todd, Michigan State University

**Outbreak Alert! Trends in Foodborne Illness Outbreaks, 1990-2003**

Caroline Smith DeWaal, Center for Science in the Public Interest

**Epidemiologic Research in Food Safety**

Jodi Williams, Cooperative State Research, Education, and Extension Service, USDA

**Social Marketing: Experiential Programs****Using Music Parodies in Food Safety Education**

Carl K. Winter, University of California-Davis; Angela M. Fraser, North Carolina State University; Jeanne Gleason, New Mexico State University Cooperative Extension Service; Susan K. Hovey, Clemson University Cooperative Extension; Elizabeth Hoyle, Clemson University; and Sandra McCurdy, University of Idaho

**Germ City: Clean Hands, Healthy People**

B. Susie Craig, Washington State University Extension; Guendoline Brown, West Virginia University Extension Service; Sandra M. McCurdy, University of Idaho; and Lynn C. Nakamura-Tengan, University of Hawaii Cooperative Extension Service



## Establishing Priorities: The Ongoing Momentum of the Clean Hands Coalition

Michele Samarya-Timm, Franklin Township Health Department, New Jersey; Nancy Bock, Soap and Detergent Association; and Julia Smith-Easley, Division of Bacterial and Mycotic Diseases, Centers for Disease Control and Prevention

## 11:15 a.m. – Noon.: Breakout Sessions

### At-Risk Audiences: Children

#### Using Smart Kids Fight BAC!® Computer Games to Teach Food Safety Concepts to Young Children

Judy Harrison, University of Georgia

#### The “Magic” of Food Safety for Children

Pattie A. McNiel, Michigan State University

### At-Risk Audiences: Hispanic Pregnant Women

#### Preventing Listeriosis From Mexican-Style Soft Cheeses in Pregnant Hispanic Women in the United States

Marjorie Davidson, US Food and Drug Administration

#### Educating Hispanic Women of Childbearing Age

Heather Bair-Brake, FoodNet/NARMS Unit, Centers for Disease Control and Prevention

### Food Service: Childcare Centers

#### Food Safety Attitudinal and Behavioral Practices of Foodservice Personnel in Texas Childcare Centers

Margaret E. Briley and Deanna M. Staskel, The University of Texas at Austin

#### HACCP-Based Programs in Childcare Centers

Lynn D. Riggins and Betsy Barrett, Kansas State University

### Food Processing: Farm-to-Table

#### *Listeria monocytogenes*: Addressing the Safety of Ready-to-Eat Meat and Poultry for High-Risk Consumers From Farm to Table, Part II

Patricia A. Kendall and John Sofos, Colorado State University; Elizabeth Boyle, Kansas State University; Lydia Medeiros, The Ohio State University; Harshavardhan Thippareddi, University of Nebraska-Lincoln; and Martin Weidmann, Cornell University

### Foodborne Illness: Diagnosis and Management

#### Diagnosis and Management of Foodborne Illness: A Primer for Physicians

Eileen Parish, US Food and Drug Administration

### Social Marketing: Web-Based Programs

#### Iowa State University’s “Ask a Food Safety Expert” Web Site

Daniel H. Henroid, Jr., University of Houston, and Jason D. Ellis, Iowa State University

#### Reaching Out With the Web: Evaluation of Food Safety Website Quality

Claire R. McInerney and Nora J. Bird, Rutgers, The State University of New Jersey

### Food Service: Food Defense

#### Food Defense – Awareness and Preparedness for Schools

Brenda Halbrook, Food and Nutrition Service, USDA, and Theresa Stretch, National Food Service Management Institute

#### Foodservice Operator’s Preparedness for Bioterrorism

Gary “Lee” Frantz, South Dakota State University

## Noon – 1:30 p.m.

### Lunch Presentation

Admiral John O. Agwunobi, MD, MBA, Assistant Secretary for Health, Department of Health and Human Services

## 1:30 – 3:00 p.m.:

### Posters and Educational Exhibits

## 2:30 – 3:00 p.m.: Break in Exhibit Hall

## 3:00 – 4:00 p.m.: Breakout Sessions

### At-Risk Audiences: Hispanics

#### Food Safety in Your Home: Computer-Based Food Safety Lessons for Low Income Audiences

Barbara H. Ingham, University of Wisconsin-Madison

#### Spanish and Multilingual Materials for At-Risk Audiences

Jeanne Gleason, Barbara Chamberlin, and Amy Trujillo, New Mexico State University Cooperative Extension Service

#### Why Foodborne Illness Should Matter to Hispanics – A Topic Not to Be Translated From English

Barbara O’Brien, Food Safety and Inspection Service, USDA

### Risk Communication

#### Best Practices in Crisis and Emergency Risk Communication

Matthew Seeger, Wayne State University, and National Center for Food Protection and Defense-Risk Communication Group

### Food Service

#### Restaurant Consumers’ Concern for Food Safety and Their Willingness to Pay Extra for Food Safety

Jeannie Sneed, Amit Sharma, and Sam Beattie, Iowa State University

#### Motivators for College-Age Foodservice Employees to Follow Safe Food Handling Practices

Susan W. Arendt, Jason D. Ellis, and Jeannie Sneed, Iowa State University

#### Using a Tiered Approach to Employee Health Guidelines to Address the Control of Norovirus in the FDA 2005 Food Code

Wendy Fanaselle, US Food and Drug Administration

### Behavioral and Attitudinal Research

#### Integrated Food Safety Education and Research: Impacts and Impressions

Jan C. Singleton, Ram Rao, and Jodi P. Williams, Cooperative State Research, Education, and Extension Services, USDA

### Foodborne Illness: Surveillance and Epidemiology

Investigating a Deadly Foodborne Illness Outbreak in a Residential Facility for the Mentally Retarded

*Paul Brumund and Cynthia Jackson, Chesapeake Health Department, Virginia*

EU Strategies for Prevention and Control of Foodborne Diseases

*Canice Nolan and Wolf M. Maier, European Commission*

Outbreaks Where Food Handlers Have Been Implicated in the Spread of Foodborne Disease

*Ewen C.D. Todd, Michigan State University*

### Social Marketing: CDCynergy

Using an Innovative Computer-Based Social Marketing Planning Tool to Address Public Health Issues – CDCynergy-Social Marketing Edition Version 2.0

*Thomas H. Reizes, New York State Department of Public Health; Christopher Cooke, University of North Carolina at Chapel Hill; Kim Laramy, Ethos Marketing and Design; and Mike Newton Ward, North Carolina Division of Public Health*

### 4:15 – 5:15 p.m.: Breakout Sessions

#### At-Risk Audiences: Immunocompromised

Effective Food Safety Messages and Delivery Mechanisms for Transplant Recipients and Their Caregivers

*Katherine M. Kosa, RTI International, and Janice Adams-King, Food Safety and Inspection Service, USDA*

To Your Health! Food Safety Education for High-Risk Audiences

*Glenyce Peterson-Vangness and Joellen M. Feirtag, University of Minnesota*

Reaching Special Populations With Risk and Regular Communications About Food Safety

*Jane Mobley, Brenda Horn, and Kelly Reinhardt, Jane Mobley Associates*

#### At-Risk Audiences: Reaching Under-Served Populations

Together, Sharing Food Safety in American Indian Communities

*Patricia E. Aune, United Tribes Technical College*

The Thermo™ Campaign: Increasing Food Thermometer Use Among Refugees and New Americans

*Julie Garden-Robinson, North Dakota Extension Services*

Analysis of New Americans' Reports of Previous Food Handling Practices and Perceptions of Safe Food

*Kathleen O. Slobin, North Dakota State University, and Julie Garden-Robinson, North Dakota Extension Services*

### Food Service: On-Farm Education

On-Farm Food Processing Course in Maryland: A Multi-Agency Approach

*Mark A. Kantor, University of Maryland*

Using Photo Novella to Train Farm Workers

*Robert B. Gravani and Elizabeth A. Bihn, Cornell University*

A Food Safety Education Program for Farm Workers and Their Families

*Elizabeth A. Bihn and Robert B. Gravani, Cornell University*

### Behavioral and Attitudinal Research

Relationship Between Salmonellosis Knowledge, Risk Perceptions, and Behavior

*Cara L. Cuite, Sarah Condry, and William K. Hallman, Rutgers, The State University of New Jersey*

### Food Processing: Controlling Risk

An Indirect and Direct Connection to Controlling Risks

*Mario Seminara, US Food and Drug Administration*

Retail on the Half Shell

*Johnathan F. Gerhardt, New Mexico Environment Department*

Harmonizing International Regulations for *Listeria monocytogenes* in Ready-to-Eat Foods: Use of Risk Assessment for Helping Make Science-Based Decisions

*Ewen C.D. Todd, Michigan State University*

### Social Marketing: Fight BAC!®

Fight BAC!® New Program Initiatives Address Gaps in Consumer Awareness and Behavior

*Shelley R. Feist, The Partnership for Food Safety Education; Mildred M. Cody, Georgia State University; and Kathy Means, Produce Marketing Association*

## FRIDAY, SEPTEMBER 29

### 7:30 – 8:30 a.m.: Continental Breakfast

### 8:30 – 9:30 a.m.

#### The Liability of Foodborne Illness: Who Is Responsible?

*Philip C. Olsson, Senior Principal Attorney, Olsson, Frank and Weeda, PC (Invited)*

*William Marler, Managing Partner, Marler Clark Attorneys-at-Law, LLP, PS*

### 9:30 – 10:00 a.m.: Break

### 10:00 – 11:15 a.m.: Breakout Sessions

#### At-Risk Audiences: Seniors

Food Safety Practices and HACCP Implementation in Assisted Living for the Elderly

*Jeannie Sneed and Catherine H. Strohben, Iowa State University*

Food Safety Attitudes and Food-Handling Behaviors of United States Residents 65 and Older

*Joye C. Gordon, Kansas State University*

**Listeriosis Prevention for Older Adults: Motivating Behavior Change**

*Sheryl C. Cates, RTI International*

**At-Risk Audiences: Pregnant Women**

**Fish School: Taking Stock of Risks and Benefits**

*Leslie E. Dorworth and Robin G. Goettel, Illinois-Indiana Sea Grant College Program*

**I'm Healthy, I'm Pregnant, Why Am I At-Risk? Key Food Safety Messages and Communication Channels for Pregnant Women**

*Janice Adams-King, Food Safety and Inspection Service, USDA*

**Listeriosis and Pregnancy: A Case Study of Effective Food Safety Education Materials**

*David Schmidt, International Food Information Council*

**Food Safety for Moms-to-Be Education Campaign**

*Howard Seltzer, US Food and Drug Administration*

**Food Service: Employee Training**

**Safe Food Crew: An In-House Food Safety Training and Public Recognition Program**

*Beth L. Cleary, Madison Department of Public Health, Wisconsin*

**An Evaluation of Food Safety Information Transfer to Employees: One Page Media Summary Sheets in Food Service and Retail**

*Benjamin Chapman, University of Guelph, Canada*

**Changing Foodservice Handwashing Behavior Through Motivation and Measurement**

*Jim I. Mann, The Handwashing for Life Institute; Daniel H. Henroid, Jr., University of Houston; and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom*

**Retail Meat and Poultry Processing Training Modules**

*Suzanne M. Driessen, University of Minnesota Extension Service, and Jan L. Kelly, Minnesota Department of Agriculture*

**Food Service: Schools**

**National School Lunch Program Requirements: School Food Safety Programs and Additional Health Inspections**

*Audrina A. Lange, Food and Nutrition Service, USDA*

**Epidemiological Analyses of National Foodborne Illness Data for School Settings and Development of Targeted Food Safety Education Materials**

*Margaret Venuto, Food and Nutrition Service, USDA*

**A Practical Approach for Implementing a Food Safety Program**

*Theresa Stretch, National Food Service Management Institute, and Audrina Lange, Food and Nutrition Service, USDA*

**Food Safety Tools and Resources – A Team Approach**

*Marion Hinners and Margaret Venuto, Food and Nutrition Service, USDA; Elizabeth A. Bugden, Kids First of Rhode Island; and Theresa Stretch, National Food Service Management Institute*

**Social Marketing: Reaching Targeted Audiences**

**Identification of Consumer Clusters for Targeting Food Safety Education**

*Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom*

**Is It Done Yet? A Social Marketing Campaign to Promote the Use of Food Thermometers**

*Laura Reiser, Food Safety and Inspection Service, USDA*

**The "Be Food Safe" Campaign: Designing an "Umbrella" Campaign and New Messaging Approach to Influence Consumer Behavior Change**

*Carol Freeman, ORC MACRO, and Susan Conley, Food Safety and Inspection Service, USDA*

**Using Consumer and Laboratory Research for the Development of a Printed and Online Brochure Promoting Consumption of Safer Fruits and Vegetables**

*Sandria L. Godwin, Tennessee State University*

**11:30 a.m. – 12:15 p.m.**

**How Can Educators Find Funding and Leverage Program Impact? Practical Solutions for Advancing Food Safety Education**

*Jeanne Gleason, Director, Professor, and Executive Producer, Cooperative Extension Service, New Mexico State University*



## EDUCATIONAL EXHIBITS

### A Food Safety Education Program for Farm Workers and Their Families

Elizabeth A. Bihn and Robert B. Gravani, Cornell University

### Online Food Handlers Course

Cheryl C. Cothran, Northern Arizona University

### Germ City: Clean Hands, Healthy People

B. Susie Craig, Washington State University Extension; Guendoline Brown, West Virginia University Extension Service; Sandra M. McCurdy, University of Idaho; and Lynn C. Nakamura-Tengan, University of Hawaii Cooperative Extension Service

### Fight BAC!® New Program Initiatives Address Gaps in Consumer Awareness and Behavior

Shelley R. Feist, The Partnership for Food Safety Education; Mildred M. Cody, Georgia State University; and Kathy Means, Produce Marketing Association

### Foodservice Food Defense Training Video

Gary "Lee" Frantz, South Dakota State University

### Multilingual Multimedia Tools to Reach At-Risk Audiences

Jeanne Gleason, Barbara A. Chamberlin, and Amy Trujillo, New Mexico State University Cooperative Extension Service

### The "Magic" of Food Safety for Children

Pattie A. McNiel, Michigan State University

### Food Safety Works: A Safe Food Handler Program

Edie M. McSherry, Larimer County Office, and Jane K. Frobose, Denver County Office, Colorado State University Cooperative Extension

### Using an Innovative Computer Based Social Marketing Planning Tool to Address Public Health Issues—CDCynergy—Social Marketing Edition Version 2.0

Thomas H. Reizes, New York State Department of Public Health; Christopher Cooke, University of North Carolina at Chapel Hill; Kim Laramy, Ethos Marketing and Design; and Mike Newton Ward, North Carolina Division of Public Health

### WHO's Five Keys to Food Safety

Jorgen Schlundt, Françoise Fontannaz, and Margaret Miller, World Health Organization

### Vibrio Vulnificus Infection: A Deadly Illness in At-Risk Audiences

Tori L. Stivers, University of Georgia, and Pamela D. Tom, University of California-Davis

### Food Safety Educational Materials for Foodservice Staff and Residents in Schools and Assisted Living Facilities for the Elderly

Catherine H. Strohbehn, Shirley Gilmore, and Jeannie Sneed, Iowa State University; and Daniel H. Henroid, Jr., University of Houston

## POSTER PRESENTATIONS

### HACCP for School Food Service

Julie A. Albrecht, University of Nebraska-Lincoln

### Healthy Pets/Healthy People

Heather Bair-Brake, Centers for Disease Control and Prevention

### Tribally Based Meat Microbiology and HACCP Training

Jane A. Boles and Kris Clawson, Montana State University; Carol Olmstead, Montana Bureau of Livestock; and Lynn C. Paul, Montana State University Extension

### Animals and Hand Washing: If You Pet It, Don't Forget It, Wash Your Hands, You Won't Regret It

Guendoline Brown, West Virginia University Extension Service

### Food Safety Attitudes, Locus of Control, and Efficacy of Young Adults

Carol Byrd-Bredbenner, Rutgers, The State University of New Jersey

### Pregnant Women's and Seniors' Storage Practices for Refrigerated Ready-to-Eat Foods: Results of a Web-Enabled Panel Survey

Sheryl C. Cates, RTI International

### Comparison of Food Safety Practices and Information Sources for At-Risk Households and the General Population

Mildred M. Cody, Georgia State University, and Mary Ann Hogue, The Steritech Group

### Responses of HIV-Positive Female Patients From a Private Practice Regarding Food Safety Knowledge, Attitudes, and Behaviors

P. Michelle Davis, Southern Regional Medical Center, Georgia

### Participatory Food Safety Research With Produce Growers

Jason D. Ellis, Mary B. Gregoire, and Catherine Strohbehn, Iowa State University

### Food Safety Labeling Claims Study

Tony Flood, International Food Information Council

### Helping Teens Serve Food Safely

Julie Garden-Robinson and Tera L. Sandvik, North Dakota Extension Services

### Audience Assessment for Food Defense Risks

Kristie D. Gates and Maria Lapinski-Lafaive, Michigan State University

### Antimicrobial Resistance and Diversity of Foodborne Pathogens in Pigs

Wondwossen A. Gebreyes, North Carolina State University

### Monitoring Foodborne Diseases – FoodNet

Olga Henao, Foodborne Diseases Active Surveillance Network, Centers for Disease Control and Prevention

**Cold Pizza for Breakfast**

*Alice C. Henneman and Cindy M. Brison, University of Nebraska Extension-Lincoln*

**Sanitation and Quality Assurance Training Program for Retail Seafood Handlers**

*Dawn L. Hentges, Bowling Green State University*

**From Farm to Meals: Food Safety Awareness Among the Women of Haryana, India**

*Meera Jayaswal, Postgraduate Department of Psychology, Ranchi, Jharkhand, India*

**Assessment of a Short-Term Learning Experience in Promoting Positive Attitudes Toward Avoidance of Listeriosis in a WIC Population**

*Ruba Jibreen, Georgia State University*

**Food Safety Educational Curriculum for WIC Clients**

*Lisa Kennon, University of North Texas*

**Attitudes Toward Food Safety and the Food System**

*Andrew J. Knight, Michelle Worosz, Craig K. Harris, and Ewen C.D. Todd, Michigan State University*

**Food Handling Behaviors and Attitudes Among At-Risk Populations: Data From the 2006 FDA Food Safety Survey**

*Amy M. Lando, US Food and Drug Administration*

**Food Hygiene Campaign in the United Kingdom**

*Robert Martin, Food Standards Agency, United Kingdom*

**Young Adults Don't Fight BAC!®**

*Jaclyn Maurer, Rutgers, The State University of New Jersey*

**Safe Food All Year Round: Toolkit Targeting Mexicans/Mexican Americans**

*Lillian G. Occeña-Po, Michigan State University*

**A Team Approach to Implementing a School Food Safety Program Based on the Process Approach to HACCP Principles in a Rural State**

*Lynn C. Paul, Montana State University Extension, and Katheryn S. Bark, Montana State University*

**Celebration of Safe Foods at Pow Wow Videos**

*Lynn C. Paul and Deborah M. LaVeaux, Montana State University Extension; and Molly P. Stenberg, Montana State University*

**Targeting Cloth-Wiper Use in the Domestic Kitchen: Analysis of Consumer Attitudes, Self-Reported Practices, and Observed Behaviors**

*Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom*

**A Qualitative Evaluation of Factors That Influence the Efficacy of Consumer Food Safety Education in the UK**

*Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom*

**Attitudes and Food Safety Behaviors of Older Females: Implications for Strategy Development Using the Social Marketing Approach**

*Elizabeth C. Redmond and Christopher J. Griffith, University of Wales Institute Cardiff, United Kingdom*

**Hand Awareness Program**

*William C. Sawyer, Henry the Hand Foundation*

**Each-One-Teach-One: Transporting Food Safety Education From the University Classroom Into the Local Community**

*Terra L. Smith, The University of Memphis*

**Information Gaps in Consumer Education**

*Caroline Smith DeWaal, Center for Science in the Public Interest*

**Mentoring Model for HACCP Implementation in School Foodservice**

*Jeannie Sneed, Iowa State University, and Daniel H. Henroid, Jr., University of Houston*

**Vibrio Vulnificus Infection: A Deadly Illness in At-Risk Audiences**

*Tori L. Stivers, University of Georgia, and Pamela D. Tom, University of California-Davis*

**Self-Reported Food Safety Behaviors Among Women, Infants, and Children (WIC) Program Clients, Miami, Florida, 2005**

*Mary Jo Trepka, Florida International University*

**GIS Technology in Food Safety, Food Defense, and Disaster Planning and Response**

*Margaret Venuto, Food and Nutrition Service, and Kis Robertson, Food Safety and Inspection Service, USDA*

**On the Wild Side: Food Safety for Hunters**

*Cami S. Wells, Susan E. Brown, and Caroline J. Schwarz, University of Nebraska Extension-Lincoln*

**Keep It Cool! Refrigerator Thermometer Program**

*Nancy R. Wiker and Marcia Weber, Penn State Cooperative Extension*

## FEES

All participants must register to attend any portion of the conference.

	Until 9-22	After 9-22
Standard	\$285	\$325
Non-Profit/Education/Government	\$185	\$225
Student	\$85	\$125

*(requires proof of full-time student status)*

The Standard and Non-Profit/Education/Government registration fees include admission to all conference sessions and the exhibit hall, three continental breakfasts, two lunches, two receptions, and all conference materials. The Student registration fee includes everything except the two lunches.

After September 22, 2006, registrations will only be accepted on-site at the conference registration desk.

## CANCELLATIONS/REFUNDS/ SUBSTITUTIONS

If you register for the conference and find you will be unable to attend, please call (800) NSF-MARK, ext. 3816. If you cancel prior to September 18, 2006, you will receive a refund of your registration fee, less a \$25 processing fee. After that date, we will be unable to process any refunds. Substitutions may be made at any time; please contact us if you need to make arrangements for someone to attend in your place.

## PRECONFERENCE WORKSHOPS

While only one of the preconference workshops, Epi-Ready Team Training, has a registration fee, all workshops require registration. Seating for each workshop is limited and is available on a first-come, first-served basis. If registering for the Epi-Ready Team Training, payment of \$75 is required at the time of registration.

## GUEST TICKETS FOR RECEPTIONS

Guests are invited to join us for the Fight BAC!® Reception, on Tuesday, September 26, from 6:30–8:00 p.m., and the Networking Reception, on Wednesday, September 27, from 5:30–7:00 p.m. Guest tickets are available for purchase at a cost of \$35 per ticket per reception. Please purchase your tickets on the registration form.

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## CONTACT INFORMATION

For additional information, please visit [www.fsis.usda.gov/Denver2006](http://www.fsis.usda.gov/Denver2006).

### Or contact

Diane D. Henderson  
Conference and Event Planner  
NSF International  
789 N. Dixboro Road  
Ann Arbor, MI 48105

Phone: (800) NSF-MARK, extension 3816  
Fax: (734) 827-3878  
Email: [dhenderson@nsf.org](mailto:dhenderson@nsf.org)



## Reaching At-Risk Audiences and Today's Other Food Safety Challenges September 25-29, 2006

**Please visit online registration at [www.fsis.usda.gov/Denver2006](http://www.fsis.usda.gov/Denver2006)**

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May we publish your contact information in the conference roster? ☐ yes ☐ no

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**Special dietary needs:** ☐ Vegetarian ☐ Vegan ☐ Kosher ☐ Food Allergy ☐ Other \_\_\_\_\_

### Registration

**Conference:** ☐ Standard: \$285 ☐ Non-Profit/Education/Government: \$185 ☐ Student: \$85

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#### Preconference Workshops:

- ☐ Epi-Ready Team Training, September 25-26: \$75
- ☐ Understanding and Controlling Transmission of *Listeria monocytogenes*, September 25-26: \$0
- ☐ School Food Service Management: Developing a Safety Program, September 26: \$0
- ☐ Food Safe Schools: It Takes a Team, September 26: \$0
- ☐ Train-the-Trainer: Presentation Skills for Food Safety Educators, September 26: \$0
- ☐ CDCynergy Workshop, September 26: \$0
- ☐ Nurses and Other Health Care Professionals, September 26; a.m.: \$0
- ☐ Keeping Your Cool, September 26; p.m.: \$0
- ☐ Grand Rounds-Giardiasis, September 26, p.m.: \$0

#### Other

- ☐ **Guest Ticket:** Tuesday Opening Reception, #: \_\_\_\_\_ @ \$35; Total Due: \_\_\_\_\_
- ☐ **Guest Ticket:** Wednesday Reception, #: \_\_\_\_\_ @ \$35; Total Due: \_\_\_\_\_
- ☐ **Tickets to "The Lion King":** Thursday, September 28, 8:00 p.m., #: \_\_\_\_\_ @ \$75; Total due: \_\_\_\_\_

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